



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Campaign Group (The)
1600 Locust Street
3rd Floor
Philadelphia, PA 19103

Contract # 338934

Schedule Dates 10/30/12-11/04/12
Advertiser Rob McCord State Treasurer (8448)
Agency Campaign Group (The) (1205)
Product Political - State Candidate (1071)
Brand POL/R MCCORD/D/TRE/PA (140317)
Salesperson Telerep/Washington DC
Sales Office Telerep/Washington DC, Washington DC (1040)
Buyer Name CAVINAGH, LISA
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments MCCORD 10/30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/25/12
Last Modified 10/31/12
Entered By Mary Beth Halas
CO-OP Yes
Headline # 06396948
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,573.75
Net Total \$37,251.25
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Nov. 2012 50 \$43,825.00
Grand Total: 50 \$43,825.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	5:29A- Channel 11 News 530am	3	X	X	X	X				3	\$550.00	\$1,650.00	Pittsburgh (WPXI)	NEWS 530-6A/1	10/25/12
2.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	5:59A- Channel 11 News 6am	2	X	X	X	X				2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	NEWS 6-7A/2	10/25/12
3.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	7A- 8A (EST)	2	X	X	X	X				2	\$850.00	\$1,700.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/3	10/25/12
4.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	8A- 9A (EST)	2	X	X	X	X				2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	TODAY 8-9A/4	10/25/12
5.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	9A- Today Show 9a	2	X	X	X	X				2	\$400.00	\$800.00	Pittsburgh (WPXI)	TODAY 9-10A/5	10/25/12
6.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	10A- Ellen	2	X	X	X	X				2	\$350.00	\$700.00	Pittsburgh (WPXI)	ELLEN 10-11A/6	10/25/12
7.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	11A- Anderson	2	X	X	X	X				2	\$275.00	\$550.00	Pittsburgh (WPXI)	ANDERSON 11A-12N/7	10/25/12
8.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	11:59A- Channel 11 News At Noon	2	X	X	X	X				2	\$375.00	\$750.00	Pittsburgh (WPXI)	NOON NEWS/8	10/25/12
9.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	12:30P- The Doctors 1230-130P	2	X	X	X	X				2	\$275.00	\$550.00	Pittsburgh (WPXI)	THE DOCTORS 1230-130P/9	10/25/12
10.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	1:30P- Today Show 130P	3	X	X	X	X				3	\$275.00	\$825.00	Pittsburgh (WPXI)	TODAY SHOW 130-230P/10	10/25/12
11.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	2:30P- Who Wants To Be A Millionaire	3	X	X	X	X				3	\$275.00	\$825.00	Pittsburgh (WPXI)	MILLIONAIRE 230-3P/11	10/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

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12.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	:58P- Days Of Our Lives	3		X	X	X	X			3	\$500.00	\$1,500.00	Pittsburgh (WPXI)	DAVS 3-4P/12	10/25/12
13.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	4P- Judge Judy 4p	2		X	X	X	X			1	\$550.00	\$550.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/13	10/25/12
13.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Political/Exception	
14.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	4:29P- Judge Judy 430p	2		X	X	X	X			2	\$725.00	\$1,450.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/14	10/25/12
15.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5P- 5:30P (EST)	2		X	X	X	X			2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	NEWS 5-530P/15	10/25/12
16.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5:30P- 6P (EST)	2		X	X	X	X			2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	NEWS 530-6P/16	10/25/12
17.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5:58P- Channel 11 News At 6pm M-F	2		X	X	X	X			2	\$1,300.00	\$2,600.00	Pittsburgh (WPXI)	NEWS 6-630P/17	10/25/12
18.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	6:59P- Jeopardy	2		X	X	X	X			1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/18	10/25/12
18.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Political/Exception	
19.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	7:30P- WHEEL OF FORTUNE	2		X	X	X	X			1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	WHEEL 730-8P/19	10/25/12
19.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Political/Exception	
20.0	Normal Line / Prime	10/31/12-10/31/12	4	:30	9P- Law & Order SVU 9-10P				1					1	\$1,500.00	\$1,500.00	Pittsburgh (WPXI)	LAW & ORDER 9-10P/20	10/25/12
21.0	Revised Line / Prime	10/29/12-11/02/12	3	:30	10:58P- CHANNEL 11 NEWS AT 11P	3		X	X	X	X						Pittsburgh (WPXI)	NEWS 11P (10:58P/21)	10/25/12

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21.1	Normal Line / Spot	10/30/12-11/02/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P	2		X	X	X	X			2	\$2,700.00	\$5,400.00	Pittsburgh (WPXI)	NEWS 11-1135P/21	10/26/12
22.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	12:05A- Cash Cab 12A								1	1	\$425.00	\$425.00	Pittsburgh (WPXI)	CASH CAB 1205-105A/23	10/25/12
23.0	Normal Line / Sports-Football	11/04/12-11/04/12	4	:30	6:59P- Football Night In America								1	1	\$3,750.00	\$3,750.00	Pittsburgh (WPXI)	FOOTBALL NIGHT 7-815P/24	10/25/12
24.0	Revised Line / Prime	10/30/12-11/02/12	4	:30	11:34P- TONIGHT SHOW	2		X	X	X	X						Pittsburgh (WPXI)	TONIGHT SHOW 1135P-1235A/22	10/25/12
24.1	Normal Line / Spot	10/30/12-11/02/12	4	:30	11:34P- TONIGHT SHOW	2		X	X	X	X			2	\$675.00	\$1,350.00	Pittsburgh (WPXI)	TONIGHT SHOW 1135P-1235A/22	10/26/12
25.0	M/G For 18.0.1 / Spot	11/03/12-11/03/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P							1		1	\$2,900.00	\$2,900.00	Pittsburgh (WPXI)	SAT LW/18	10/31/12
26.0	M/G For 13.0.1 / Spot	11/02/12-11/02/12	4	:30	5:29A- Channel 11 News 530am							1		1	\$550.00	\$550.00	Pittsburgh (WPXI)	530a/13	10/31/12
27.0	M/G For 19.0.1 / Spot	11/02/12-11/02/12	3	:30	5:59A- Channel 11 News 6am							1		1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	6a-7a/19	10/31/12
28.0	Normal Line / Spot	11/02/12-11/02/12	4	:30	4:58A- Channel 11 News 5am							1		1	\$400.00	\$400.00	Pittsburgh (WPXI)	5a/	10/31/12

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